

# ORDER



**Orders**  
**Order / Rev:** 708821  
**Alt Order #:** 06293262  
**Product Desc:** ANDREI FOR CONGRESS  
**Estimate:** 1657  
**Flight Dates:** 08/23/12 - 08/29/12  
**Original Date / Rev:** 08/22/12 / 08/22/12  
**Order Type:** Political

**KPNX**

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency**  
**Name:** Greer Margolis Mitchell/ Pol  
**Buying Contact:**  
**Billing Contact:**  
 3050 K St NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** WEEKLY  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Cherny for State Treasurer  
**Demographic:** A35+  
**Product Codes:** PL-US House Representative  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/20/12	08/26/12	11	\$9,375.00	\$7,968.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	11	\$9,375.00	\$7,968.75	0.00
<b>Totals</b>	<b>11</b>	<b>\$9,375.00</b>	<b>\$7,968.75</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KPNX	28%	\$9,375.00
Market	100%	\$33,482.14

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KAET	0%	\$0.00
KASW	0%	\$0.00
KBCZ	0%	\$0.00
KBPX	0%	\$0.00
KDRX	0%	\$0.00
KMCC	0%	\$0.00
KNAZ	0%	\$0.00
KNXV	16%	\$5,357.14
KPAZ	0%	\$0.00
KPHO	18%	\$6,026.79
KPPX	0%	\$0.00
KSAZ	29%	\$9,709.82
KTFL	0%	\$0.00
KTVK	9%	\$3,013.39
KTVW	0%	\$0.00
KUSK	0%	\$0.00
KUTP	0%	\$0.00
UNKWN	0%	\$0.00

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Advertiser: Cherny for State Treasurer  
 Product Desc: ANDREI FOR CONGRESS  
 Estimate: 1657  
**KPNX**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KPNX	08/23/12	08/24/12	M-F 5-530p M-F 5-530p	CM	5-530p	---TF--	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
12 NEWS AT 5PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/23/12	08/29/12	---TF--	1		\$400.00		0.00						
2	KPNX	08/23/12	08/24/12	M-F 530-6a 12 News Today	CM	530-6a	---TF--	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
12 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/23/12	08/29/12	---TF--	1		\$175.00		0.00						
3	KPNX	08/23/12	08/24/12	M-F 6-630p 12 News 6pm	CM	6-630p	---TF--	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
12 NEWS AT 6PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/23/12	08/29/12	---TF--	1		\$450.00		0.00						
4	KPNX	08/23/12	08/24/12	M-F 6-7a 12 News Today	CM	6-7a	---TF--	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
12 NEWS AT 6AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/23/12	08/29/12	---TF--	1		\$400.00		0.00						
5	KPNX	08/23/12	08/24/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	---TF--	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/23/12	08/29/12	---TF--	1		\$450.00		0.00						
6	KPNX	08/24/12	08/24/12	Fri Prime C Dateline	CM	9-10p	----F--	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
DATELINE - NEW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	----F--	1		\$2,500.00		0.00						
7	KPNX	08/23/12	08/24/12	12 News 10pm M-SU 12 News 10 pm M-Su	CM	10-1035p	---TF--	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
12 NEWS AT 10PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/23/12	08/29/12	---TF--	2		\$1,200.00		0.00						
8	KPNX	08/23/12	08/23/12	Thu Prime C Rock Center with BW	CM	9-10p	---T---	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
ROCK CENTER W/B. WILLIAMS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	---T---	1		\$2,500.00		0.00						
9	KPNX	08/23/12	08/24/12	M-F 6-7a 12 News Today	CM	6-7a	---TF--	:30	1	\$0.00	P-1	0.00	NM	1	\$0.00
12 NEWS AT 6AM- W/Value \$400 LUR adjustment ok per Mike															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/23/12	08/29/12	---TF--	1		\$0.00		0.00						
10	KPNX	08/23/12	08/24/12	1-2p Arizona Midday Ariz Arizona Midday	CM	1-2p	---TF--	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	---TF--	1		\$100.00		0.00						
*Tax 1 Note: Tax 0.5%.													Totals	11	\$9,375.00

\*Tax 1 Note: Tax 0.5%.